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The authors of book “Application of quality control in the service industries, Arlyn Custer Rosander, 1985 illustrate the quality control of service industries is important to having good service to customers to maintain good reputation of company. That will bring customers come back to enjoy the services and products provided by company. Such company may be cafeteria in UMP, which business involving services customers. With the purpose to having a good quality control, a quality control check sheet that includes the major characteristics involved in quality performance, quality management, and quality audit are required. That is aimed at helping management to improve the quality aspects of the entire operation or establishment, not just one part of it. Cafeteria in UMP should carry out the quality control check sheet to identify the problem of operation and services. Therefore, the operation of business will run smoothly and customers will satisfy the services provided with high quality performance of staff and management system.

There is no doubt that the best solution of services problem in cafeteria.UMP is the self-improvement of cafeteria by having quality control on their services and products, but many problem happened in cafeteria were not noticed by themselves. To help them find out the problem, cafeteria customer service survey is needed to carry out to identify the level of satisfaction about the services at cafeteria among the UMP student and Staff. Several similarly researches that were conduct earlier show that the problems happened in cafeteria at campuses were not known by others besides the students and staff who having meals in cafeteria. That phenomena let cafeteria continues their wrong habits by nobody complain. Cafeteria customer service survey report carried out by Healthy School Food Coalition (HSFC) in United States of America (December 2005). 189 surveys were completed at 21 school over a period of 4 months, which including Belmont High School, Central High School, and Fairfax High school. The report of the research shown that students are willing has their meals in cafeteria. However, there are many reasons why they choose not eat in the cafeteria, such as long lunch lines, insufficient time to eat, poor meal quality and general dissatisfaction with the taste of food. The report is needed to record the issues happened in cafeteria to capture the full extent of the situation. The incidents happened in cafeteria is hard to collect besides having such survey, that because most student feel intimidated and are afraid of speaking to any school site official about their school food concerns; even if they did feel comfortable, many feel discourage in doing so because they believe nothing will be done to resolve the problem.

Campus setting is increasingly important due to more demanding customers and because clients have less time to go off-campus when they need to eat. According to Kenneth J. Klassen(2005) **“**to identify and analyze the food services are an important component of overall planning that affects the quality of life on campus”. This research help us looks at UMP customer satisfaction with existing food services and explores various methods for determining where to locate new facilities.UMP currently has great needs for additional food services, and it is shown clearly where additional food services are required.

Food quality, service quality, price and value, convenience, and atmosphere, showed a significant effect on UMP customer satisfaction. W. G. Kim, Christy Y. N. Ng and Y. S. Kim(2008)mentioned about those attributes that customers perceive as “meet their expectation level” in their selection of a university dining facility, and the influence such as food quality, service quality, atmosphere, price and value, and convenience on customer satisfaction, return intention, and word-of-mouth. Since all five dimensions have a critical impact on customer satisfaction, the UMP foodservice operators should pay more attention; continue to improve themselves in every aspect of their operation in order to exceed their customer’s expectation.

Consideration on each requirements of food quality will creates a “space of consent” in which it becomes possible to admit several requirements as elements of preference and choice .C. Peri mentioned about the necessary requirements of food quality.In summary, the set of safety, commodity, nutrition and sensory requirements constitutes the framework of the quality of the product in itself. Besides, they are other requirements that need to be provided to satisfy consumer expectations. Attention on a single quality requirement is useless.. So, UMP cafeteria should concern about all kinds of requirements of food quality to satisfy the UMP students and staffs.

According to A. Rohr, K. Luddecke, S. Drusch, M. J. Muller, and R. v. Alvenslebenabout in an open ended questionnaire, price appeared to be the most important purchase criterion: 66% of the responders mentioned the price. 37% of the participants called for freshness/not spoiled. Thirty three percent named quality, 15% appearance, 15% ingredients (fat, sugar, and nutritive value) and 14% specified the best before date. Then there are other changes after sometimes. Thus, the change in consumer perception can be influenced by many issues such as safety of certain foods. The UMP cafeteria should always concern about students’ perception like price of foods.